

Opinion 4
April 1947
18 Baylor L. Rev. 196 (1966)

SOLICITATION - PROFESSIONAL LISTINGS - NEWSPAPER ADS

It is improper to publish professional listings as newspaper ads in a section or column not set aside for lawyers and listed as legal directory or legal guide.

Canons 24, 39.

QUESTION

Whether the following newspaper ads fall within the inhibition of one or more of the Texas Canons of Ethics, to-wit:

"Divorce, Family Matters.
1101 Main St. C-7035
(NAME OF LAWYER)
Real Estate Matters.
Security Title Co."

"Name Of Lawyer
Attorney At Law
R-6-51711 Construction Bldg."

"Name Of Lawyer
Attorney At Law
710 Texas Bank Building C-3336"

None of the foregoing ads appeared in a section or column set aside for lawyers, and listed as a legal directory or legal guide, but were next to a patent medicine ad and an ad of a watchmaker and jeweler.

OPINION

Each of such ads violates Canons 24 and 39. (7-0)